



**Tennessee's Home for the Holidays 2015
"Tennessee Craft" Prospectus**

Short Description

This is an invitation to participate in Governor and First Lady Haslam's exhibit celebrating "Tennessee Craft" at their 5th annual *Tennessee's Home for the Holidays* open house event at the Tennessee Residence in December.

The invited exhibit will feature works of craft from artists across the state on the Tennessee Residence Christmas trees and mantels for more than 5,000 open house visitors to enjoy.

Information and Prospectus

In working with Tennessee Craft and the Tennessee Arts Commission, you have been selected for this project because your work showcases the quality and diversity of craft found in Tennessee.

The exhibition is open to original works of craft created by Tennessee artists. Eligible craft media includes, but is not limited to: clay, fiber, glass, wood, metals, leather, handmade paper, mixed media, printmaking, and photography. Artists may loan works that have already been crafted or create new works specifically for this exhibit. The First Lady's Office will work with each artist to coordinate their unique contribution and the number of pieces loaned for the exhibit.

The 5th annual *Tennessee's Home for the Holidays* exhibit will be hosted at the Tennessee Residence, located in Nashville, Tennessee. Dates for the exhibit are December 4 through December 17, 2015. The open house is free to the public; however guests are required to make a tour reservation on the First Lady's website, www.tn.gov/firstlady. A private reception for all participating artists and their families will be hosted by First Lady Haslam at the Tennessee Residence on the afternoon of Friday, December 4.

ENTRIES AND ELIGIBILITY

Artists will work with the First Lady's Office to submit their artwork for the exhibit. Each piece should be accounted for in the "Artist Submission" form and represented by one photograph; this information must be submitted with your work to ensure that items can be properly accounted for and returned to artists after the exhibit.

DESIGN

The craft works loaned for this exhibit will be displayed on the Tennessee Residence Christmas Trees, mantels, and tables. We will have four live, Tennessee-grown 10 ft. Christmas trees, four mantels, and stairwell garland in the front entrance to decorate. In addition, there will be space to display large craft works on tables, sideboards, and beside the Christmas trees.

Works DO NOT need to be traditional Christmas ornaments. Instead, we are looking for artists to showcase their unique craft and skills in the items loaned to the Tennessee Residence for the exhibit. Artists may wish to loan one piece or many, and the First Lady's Office can work with each artist to determine artists' desired level of participation, as well as the type and number of works loaned. The First Lady's Office will also inform artists of special needs for the project, including items such as tree skirts and tree toppers, so that artists interested in creating these items may do so.

The First Lady's Office will work with Jim Marvin of Dickson, TN, a world-renowned Christmas designer who has helped decorate the White House at Christmas for more than 20 years, to create a specific design and decorating plan to beautifully showcase each artist's work. The works displayed on the Tennessee Residence Christmas trees will be complemented with Jim Marvin's beautiful solid colored ornaments, creating a wonderful backdrop for the crafts.

The First Lady's Office is happy to assist with the development of this project in any way, and you will have a contact in the office to assist with any questions.

DISPLAY

DEADLINE FOR ENTRY

The deadline for work to be received at the Tennessee Residence is the week of Monday, October 26 – Friday, October 30, 2015. Work may be delivered early, but we please request that all work is received no later than Friday, October 30.

SALES AND DEADLINE FOR RETURN

There will be no sales during the exhibit with all works on display through December 16. However, all artwork will be properly identified in an open house program and each artist's contact information will be available, so that interested buyers can contact the artist.

Buyers may work directly with an artist to purchase artwork after the exhibit ends on December 16. Should an artist need the immediate return of an item after the exhibit is closed, particularly in the event to coordinate a sale, a special request must be made to the First Lady's Office. Otherwise, all works are guaranteed to be returned to the artist on or before Friday, January 15, 2016.

TRANSPORTATION/DELIVERY/INSTALLATION

We recommend that work be ready to hang on a Christmas Tree or displayed on a table or mantel. Artists may furnish special hanging or display devices. Artists are responsible for transportation of their work to the exhibition. Work can be either mailed or personally delivered to the Tennessee Residence. All work must be packed in strong, preferably reusable containers or boxes.

For personal delivery, artists must notify the First Lady's Office to coordinate a date and time for drop-off at the Tennessee Residence. It is extremely important that a drop-off reservation is made in advance due to security at the Tennessee Residence.

For shipping, artists are responsible for costs of shipping and checking with their shipping carrier regarding insurance and correct packing procedures. Neither Tennessee Craft nor the Tennessee State Museum will be responsible for breakage during shipping. Artists will be notified immediately regarding work that arrives in damaged condition. Work that is damaged in transit will not be exhibited, but instead it will be returned to the artist using the artist-provided shipping information.

Once work has arrived at the Tennessee Residence, it will be insured under the Tennessee State Museum insurance policy according to its value in the event of damage or breakage.

The deadline for work to be received at the Tennessee Residence is the week of Monday, October 26 – Friday, October 30, 2015. Work may be delivered early, but we please request that all work is received no later than Friday, October 30.

Ship or personally deliver to: The Tennessee Residence
 882 South Curtiswood Lane
 Nashville, TN 37204

RETURN

Artwork can be returned by coordinating a pick-up appointment or by shipping. The First Lady's Office will cover the cost of return shipping.

Artists wishing to pick up their work may do so between Monday, January 11 - Friday, January 15 during business hours (Monday – Friday, 9:00 a.m. to 4:30 pm). (*Please remember that artists may request early or late pick-up for special circumstances through the First Lady's Office .)

LIABILITY

Art works on-site at the Tennessee Residence will be insured under the Tennessee State Museum insurance policy according to the value indicated on the Artist Submission Form. Tennessee State Museum insurance policies contain the usual exclusions for loss or damages that are beyond the control of the gallery and its staff.

IMPORTANT DATES

August 21

Deadline for receipt of project commitment

October 26 - 30

Deadline for receipt of work at the Tennessee Residence

December 4 - 17

Tennessee Craft exhibit open to public during *Tennessee's Home for the Holidays* open house

December 4

Private reception hosted by First Lady Haslam for artists & their families Friday, December 4 from 2 - 4 pm CT

Note—separate invitation to be sent from the First Lady's Office at a later date

January 11-15

Work returned to artist either by pick-up or shipping

Tennessee Residence address where work needs to be taken/shipped/picked up:

The Tennessee Residence
882 South Curtiswood Lane
Nashville, TN 37204

PROMOTION

The First Lady's Office will print an open house program and contact sheet, so that visitors will be able to identify each craft and contact the artist who created it. We expect to welcome more than 5,000 guests to the Tennessee Residence in December to enjoy the decorations.

Unless otherwise notified in writing, the First Lady's Office may photograph or reproduce the objects loaned for publicity purposes. It is understood that the general public may photograph objects on exhibition.

The First Lady's Office will also send out a press release and invite media members across the state to promote the open house event celebrating "Tennessee Craft."

The event will be promoted on the First Lady's website and social media pages. Tennessee Craft and the Tennessee Arts Commission will also advertise for the exhibit. We invite you to share our efforts and your own across your own platforms and other media. Please see the social media connections information listed on the following page.

SOCIAL MEDIA CONNECTIONS:

Office of the First Lady

Website: www.tn.gov/firstlady/

Facebook: www.facebook.com/CrissyHaslam ♦ Twitter: www.twitter.com/CrissyHaslam

Flickr: www.flickr.com/photos/crissyhaslam/ ♦ YouTube: www.youtube.com/user/CrissyHaslam

Tennessee Craft

Website: www.tennesseecraft.org

Facebook: www.facebook.com/TennesseeCraft ♦ Twitter: www.twitter.com/tennesseecraft

Instagram: @tennesseecraft ♦ Pinterest: www.pinterest.com/tennesseecraft

The Tennessee Arts Commission

Website: www.tnartscommission.org

Facebook: www.facebook.com/TennesseeArtsCommission ♦ Twitter: www.twitter.com/tn_arts

OFFICE OF THE FIRST LADY CONTACT INFORMATION:

The First Lady's Office looks forward to working with you on this project. We hope that you will submit your artwork for the exhibit and bring your friends and family to the open house event or private artist reception to enjoy the decorations.

Please let the First Lady's Office know if we can help with any questions or concerns.

Office of the First Lady

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Tennessee Residence Manager